

# Worksession

<b>Agenda Item #</b>	4
<b>Meeting Date</b>	April 7, 2004
<b>Prepared By</b>	Suzanne Ludlow Community & Government Liaison
<b>Approved By</b>	Richard M. Finn, City Mgr.

<b>Discussion Item</b>	FY05 City Priorities
<b>Background</b>	<p>Each year, the Council establishes goals for the coming year. This year the Council established the following City Priorities. The priorities for FY05 are: Communications/Outreach; Fiscal Management/Efficiency; Public Safety; Community Center (emphasis on youth); Economic Development; Infrastructure/City Assets/City Image; and Affordable Housing.</p> <p>City staff have identified steps that could be undertaken to implement the priorities. The implementation proposals are attached.</p> <p>Some of the implementation proposals are funded by grants or other special funds, some require staff time but not additional costs, and some require funding that is not in the City's budget. In FY04, \$149,000 was set aside for the Council Goals initiatives (Account 9000). If all of the proposals that would require funding from this year's City Priorities budget were adopted, the cost would total \$288,615. As we are in an extremely tight budget year, we are putting \$114,000 in Account 9000 as a place-holder in the budget.</p> <p>Items that do not require Account 9000 funds because they are in the General Fund or are funded through grants or other special funds are:</p> <ul style="list-style-type: none"> <li>Quarterly Financial Updates</li> <li>Widely Communicate Budget Information</li> <li>Revise Budget Document</li> <li>Participate in Local Area Drug Enforcement Task Force (if staffing permits)</li> <li>Operationalize the New Community Center</li> <li>Maintain the New Community Center</li> <li>Pursue Public Funding for Community Center Construction</li> <li>Community Center Support</li> <li>Completion of Carroll Avenue Streetscape Enhancements</li> <li>Construction of Old Town Parking Garage</li> <li>Enterprise Zone Administration and Marketing</li> <li>Street Sweeping Program</li> <li>Litter Control in Vicinity of Takoma-Langlely Crossroads</li> <li>Street Repair / Renovation / Restoration</li> <li>Affordable Housing Revolving Loan Fund</li> </ul> <p>Of the possible Account 9000 items, staff recommends the following items, totaling \$114,000:</p> <ul style="list-style-type: none"> <li>\$10,000 - Centralized Communications and Outreach</li> <li>\$ 9,000 - Expand Recreation Outreach to All Neighborhoods (remaining three events)</li> </ul>

	<p>\$ 8,000 - Community Policing (training)</p> <p>\$15,000 - Community Center Fund Raising from Private Sector</p> <p>\$25,000 - Old Takoma Main Street Support (2<sup>nd</sup> year of 3)</p> <p>\$ 7,000 - Expand Litter Control in Takoma-Langley Area to Full Year</p> <p>\$40,000 - Urban Forest Management Plan</p> <p>Other items that could be paid for through Account 9000 funds are:</p> <p>\$40,000 - Community Outreach Coordination</p> <p>\$ 7,615 - Develop Youth Council</p> <p>\$50,000 - Tax Duplication Study</p> <p>\$70,000 - Participation in Auto Theft Task Force (new police officer)</p> <p>\$ 7,000 - Public Art</p> <p>Descriptions of these initiatives are on the attached pages. Please note that, at Council request, estimates of staff time and the value of staff time is provided. Unless otherwise indicated, these funds are included in departmental budgets. Some of the information was not available at the time this item was prepared, but will be provided as soon as possible. Information on staffing of the Community Center will also be provided separately.</p>
<b>Policy</b>	The City Council sets City policies and goals.
<b>Fiscal Impact</b>	These initiatives representative a substantial staff and financial commitment to the City Priorities. If all of the Account 9000 items were funds, they would total \$288,615.
<b>Attachments</b>	Description of proposed City Priorities initiatives
<b>Recommendation</b>	Finalize City Priorities
<b>Special Consideration</b>	

## FY05 City Priorities

### COMMUNICATIONS / OUTREACH

Develop a centralized communications approach which will coordinate use of existing communications resources and developing technologies to enhance all City interactions. Increase the participation in city activities of groups that have not traditionally participated.

<b>Objective</b>	<b>Centralized Communications and Outreach</b> (Recommended by staff)	
Staff Contact Person	Lonni Moffet	
Staff/Units Involved	Communications Office and All City Staff Units	
Schedule- FY05	Use first full year of new, fully-staffed Communications Office to enhance communications operations City-wide. Consult with Council, residents and staff on efforts and initiatives.	
FY06	Efforts should be part of regular City operations. Feedback on effectiveness to be sought on an on-going basis, with modifications made as appropriate.	
Future Years	Regular City operations.	
FY05 City Staff Cost	Hours: 5200	Cost: \$190,696
FY05 Other Costs	\$ 96,600	
Future Years' Costs	Should continue at approximately the same level.	
Source of Funds	General Fund (\$10,000 from Account 9000)	
Impact on Operations	Many communications efforts have been consolidated into the Communications Office. The costs listed above comprise the costs of the Communications Office as engaged in these activities, supporting cable, the newsletter, the city web site and public relations activities. Communications efforts of other staff units are either being absorbed into their respective workloads or are described on separate City Priorities initiatives.	

Comments	<p>The Communications Office was established in FY04 and was fully staffed by January of 2004. The FY05 goal will be to continue to enhance communications to and between City staff, Council, community groups and residents. The Communications Office will continue to expand use of technological resources (web, e-mail, cable channel) as a communications medium; improve newsletter content and access; promote translation efforts cross-departmentally; and assist with outreach efforts in other departments.</p> <p>Because the office is still developing, this effort remains listed on the City Priorities.</p>
FY05 Performance Measure(s)	Tasks to be accomplished: broadcast only list serve for residents; launch of newly redesigned website; survey to be used to assess communication perceptions.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Expand Recreation Outreach to All Neighborhoods in the City</b> (Recommended by Staff)	
Staff Contact Person	Debra Haiduven	
Staff/Units Involved	Recreation Department staff	
Schedule- FY05	Undertake three special neighborhood outreach events.	
FY06	n/a	
Future Years	n/a	
FY05 City Staff Cost	Hours: 360	Cost: \$4600
FY05 Other Costs	\$7500	
Future Years' Costs	\$0	
Source of Funds	General Fund and private contributions (\$9000 from Account 9000)	
Impact on Operations	Staff hours can be accommodated within current staff, with some costs for additional straight and overtime hours.	

Comments	The Recreation Department will have hosted special outreach events in Wards 1, 3, and 4 in FY04 and will host similar events in Wards 2, 5, and 6 in FY05. The goal is to meet residents, promote existing recreation department programs and improve community relations. Surveys will be completed by attendees so that the department can better meet the needs of the entire community.
FY05 Performance Measure(s)	Hold three events.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Community Outreach Coordination</b> (NOT Recommended by staff)	
Staff Contact Person	Suzanne Ludlow	
Staff/Units Involved	Community and Government Liaison office in conjunction with other staff units, especially Community Oriented Policing unit.	
Schedule- FY05	1 year pilot project; continuation of effort to be determined during discussion of FY06 City Priorities and Operating Budget.	
FY06	To be determined.	
Future Years	To be determined.	
FY05 City Staff Cost	Hours: 1300	Cost: \$45,800
FY05 Other Costs	\$2,000	
Future Years' Costs	If continued, annual cost would be about the same amount, increasing for inflation.	
Source of Funds	General Funds (\$40,000 from Account 9000)	
Impact on Operations	The position would involve the hiring of a part-time person for one year (approximately 1040 hours and \$40,000) to attend evening and weekend meetings and share information with City staff and others. It is anticipated that this person would bring appropriate City staff with him or her to these meetings, or would require staff to gather and prepare information for these meetings, in addition to the level currently provided. The additional staff time required would be on top of staffs' current workloads.	

Comments	As a response to Council outreach objectives, this goal proposes the creation of a part-time position reporting to the Community and Government Liaison. This new person would work primarily at night and weekends and would represent the City at various community events and meetings. This Outreach Coordinator would be responsible for pro-actively developing relationships with local groups, including but not limited to, neighborhood associations, tenant associations, business groups, churches, schools and others. The Outreach Coordinator would develop means for regular communication between the City and community groups and would prepare regular reports to the Council on issues, activities and levels of interaction between the groups and City departments. The Coordinator would support the work of other departments by coordinating with the outreach efforts of the Community Oriented Policing and Recreation Department staffs.
FY05 Performance Measure(s)	Reports documenting average of three meetings per week with community organizations; monthly reports to Council.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Develop Youth Council</b> (NOT Recommended by staff)	
Staff Contact Person	Debra Haiduven	
Staff/Units Involved	Recreation, City Council, Clerk-Treasurer's Office, Communications Office	
Schedule- FY05	Initial implementation of pilot project. To be evaluated after the year to determine whether or not it should be continued.	
FY06	To be determined.	
Future Years	To be determined.	
FY05 City Staff Cost	Hours: 540	Cost: \$7,615
FY05 Other Costs		
Future Years' Costs	If continued, annual cost would be about the same amount, increasing for inflation.	

Source of Funds	General Funds (\$7,615 from Account 9000)
Impact on Operations	Part-time staff person (10 hours/week) would be hired to initiate and staff project. Other staff would be involved occasionally. Cost above includes cost of cable crew to tape three meetings.
Comments	This project will require City Council involvement to help identify youth in the community and to mentor them. Staff will work on logistics, training and mission.
FY05 Performance Measure(s)	Part-time staff person hired; Council identifies young people for Youth Council; three meetings of the Youth Council are held.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

## **FISCAL MANAGEMENT / EFFICIENCY**

Staff will further explore maximizing the use of tax dollars. A comparison of County and City services will be conducted to determine duplications and related costs for these services. Information regarding the City's budget process will be better communicated to residents and the Council, both in presentation format and frequency of financial updates throughout the fiscal year. Staff will continue to focus on efforts to identify new funding resources (increased revenues) and other efficiencies (decreased expenditures).

<b>Objective</b>	<b>Tax Duplication Study</b> (NOT Recommended by staff)
Staff Contact Person	Catherine Waters
Staff/Units Involved	City Manager's Office, Finance
Schedule- FY05	July 2004 to March 2005: RFP process, vendor selection, contract award, study period, report to Council. Additional time will be required (amount of time is unknown at this point) for further discussion of the study results, implementation of any recommendations, and development of strategies.
FY06	Depending on outcome of report, some activities may continue into FY06.
Future Years	unknown

FY05 City Staff Cost	Hours: 200	Cost: \$7,500
FY05 Other Costs	\$50,000 is estimated for consultant contract.	
Future Years' Costs	unknown	
Source of Funds	General Funds (\$50,000 from Account 9000)	
Impact on Operations	Some staff time will be required to develop the RFP, choose a firm, oversee the consultant and discuss the parameters and findings.	
Comments	Propose Council's authorization to contract with a consultant to conduct a detailed examination of County and City tax duplication.	
FY05 Performance Measure(s)	RFP issued, vendor selected, contract awarded, study completed, report to Council submitted.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

<b>Objective</b>	<b>Quarterly Financial Updates</b> (Recommended by staff)	
Staff Contact Person	Catherine Waters	
Staff/Units Involved	Finance	
Schedule- FY05		
FY06		
Future Years		
FY05 City Staff Cost	Hours: 64	Cost: \$2,500
FY05 Other Costs		
Future Years' Costs	same	
Source of Funds	General Fund	
Impact on Operations		



Comments	<p>Provide quarterly financial updates to the Council regarding revenues and expenditures. Schedule quarterly budget amendments.</p> <p>Even though this objective has not been a formal part of the Finance Department's FY04 mission, a detailed financial update was provided to the Council in February 2004, further updates will be part of the budget process, and 1-2 budget amendments are anticipated before the end of the FY04 fiscal year.</p>
FY05 Performance Measure(s)	Quarterly financial updates presented to Council. Budget amendments presented quarterly.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Widely Communicate Budget Information</b> (Recommended by staff)	
Staff Contact Person	Catherine Waters	
Staff/Units Involved	Finance, Communications, City Manager's Office	
Schedule- FY05	July to December, 2004: prepare for the FY06 budget preparation process; January to June, 2005: implement	
FY06	Incorporate into regular operations.	
Future Years	Should continue as regular operations.	
FY05 City Staff Cost	Hours: 500	Cost: \$18,500
FY05 Other Costs		
Future Years' Costs		
Source of Funds	General Funds	
Impact on Operations		
Comments	Work with Communications Office to provide more budget-related information via various communication vehicles. Incorporate more charts, graphs and information about significant assumptions.	
FY05 Performance Measure(s)		

Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Revise Budget Document</b> (Recommended by staff)	
Staff Contact Person	Catherine Waters	
Staff/Units Involved	Finance, City Manager's Office, Communications Office	
Schedule- FY05	Research models of other documents; discuss with new City Manager; make simple changes for FY06 budget document.	
FY06	July 2005-January 2006: Prepare template of document, reviewing and modifying for readability. February-June 2006: Prepare document.	
Future Years	Request feedback and respond with modifications as appropriate.	
FY05 City Staff Cost	Hours: 200	Cost: \$7,500
FY05 Other Costs		
Future Years' Costs	Staff time in FY06 likely to be substantial.	
Source of Funds	General Funds	
Impact on Operations		
Comments	Research different models for budget documents and presentation of information. Phase-in revisions to current budget document style by FY07.	
FY05 Performance Measure(s)	Copies of other budget documents received; discussions with City Manager have taken place.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

## PUBLIC SAFETY

Incorporate Community Oriented Policing throughout the public safety efforts in Takoma Park.

Public safety includes crime prevention as well as other traditional police services and includes an emphasis on traffic enforcement and pedestrian safety.

<b>Objective</b>	<b>Community Policing</b> (Recommended by staff)	
Staff Contact Person	Chief Creamer	
Staff/Units Involved	Police Department, with interaction with all other departments	
Schedule- FY05	Specific training for the non-COPS team police department employees will be undertaken in FY05.	
FY06	On-going operations.	
Future Years	On-going operations.	
FY05 City Staff Cost	Hours: 400	Cost: \$13,200
FY05 Other Costs	\$8,000 training costs	
Future Years' Costs		
Source of Funds	General Funds (\$8,000 from Account 9000)	
Impact on Operations	The entire department has been organized around the community policing effort. This training is a key component to support the effort department-wide.	
Comments	A model for community policing in Takoma Park was developed and implemented in January of 2004. Specific training for members of the COP team has been emphasized and is on-going. The plan calls for every member of the police department to be involved in the philosophy. These funds are for training, beyond that mandated by the State, for the members of the police department not on the COP team.	
FY05 Performance Measure(s)	Hours of training of members of Police Department not on the COPS team exceeds number of hours in previous year.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

<b>Objective</b>	<b>Participation in Local Area Drug Enforcement Task Force</b> (Recommended by staff- if staffing permits)
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Staff Contact Person	Chief Creamer	
Staff/Units Involved	Police Department	
Schedule- FY05	When staffing levels permit, one officer will be sent to a local area drug enforcement task force to work full-time.	
FY06	Same.	
Future Years	Same.	
FY05 City Staff Cost	Hours: 2080 (if staffing levels permit)	Cost: \$ 70,000
FY05 Other Costs		
Future Years' Costs	Cost of full-time officer each year (note: \$70,000 is the entry level cost, including benefits; cost would rise each year)	
Source of Funds	General Funds	
Impact on Operations	One full-time police officer would be detailed to the Drug Enforcement Task Force.	
Comments		
FY05 Performance Measure(s)	Officer assigned to Drug Enforcement Task Force.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

<b>Objective</b>	<b>Participation in Auto Theft Task Force</b> (NOT Recommended by staff)	
Staff Contact Person	Chief Creamer	
Staff/Units Involved	Police Department	
Schedule- FY05	Hire and train officer.	
FY06	Continue to employ officer.	
Future Years	Continue to employ officer.	
FY05 City Staff Cost	Hours: 2080	Cost: \$70,000

FY05 Other Costs	
Future Years' Costs	Cost of full-time officer each year (note: \$70,000 is the entry level cost, including benefits; cost would rise each year)
Source of Funds	General Funds (\$70,000 from Account 9000)
Impact on Operations	The current authorized strength of the police department does not afford the pleasure of sending an officer to an auto theft task force. To do so with existing personnel would compromise the current level of service.
Comments	
FY05 Performance Measure(s)	Hire and train new police officer.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

## COMMUNITY CENTER

Includes completing the design of and building the new community center, ensuring that the design of the community center facilitates citizen access to city services, and planning new programming (especially for youth and seniors) that will take place in the new community center and other locations.

Objective	Operationalize the New Community Center (Recommended by staff)	
Staff Contact Person	Debra Haiduven	
Staff/Units Involved	Departments of Recreation, Library, Public Works, Police, Administration	
Schedule- FY05	Initial implementation.	
FY06	Make modifications as issues arise.	
Future Years	Make modifications as issues arise.	
FY05 City Staff Cost	Hours: 1000	Cost: \$ 30,000
FY05 Other Costs		

Future Years' Costs	
Source of Funds	General Funds
Impact on Operations	Substantial staff time will be involved in developing the programming and operational policies of the new center.
Comments	The Recreation Department will continue its mission to research and develop new programs to be offered in the center. Inter-departmental teams that are already in existence will continue their work and new teams will be formed to address the following areas: staffing, security, computer learning center, policies for use, finances, outreach, programming, maintenance, and partnership opportunities.
FY05 Performance Measure(s)	Policies and programming in place.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Maintain the New Community Center</b> (Recommended by staff)	
Staff Contact Person	Alfred Lott	
Staff/Units Involved	Public Works	
Schedule- FY05	Hire part-time person for half year.	
FY06	On-going operations.	
Future Years	On-going operations.	
FY05 City Staff Cost	Hours: 520	Cost: \$12,700
FY05 Other Costs		
Future Years' Costs	½-time person for full year	
Source of Funds	General Funds (in Public Works budget)	
Impact on Operations		

Comments	\$6,700 adds one 1/2-person for full year; if a current part-time person is upgraded to full-time, an additional \$6,000 is needed for fringe benefits.
FY05 Performance Measure(s)	Person hired for position.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Continue Fund Raising Activities From Private Sector</b> (Recommended by staff)	
Staff Contact Person	Debra Haiduven	
Staff/Units Involved	Recreation, Finance	
Schedule- FY05	Last year of most intense fund raising activities	
FY06	To be determined.	
Future Years	To be determined.	
FY05 City Staff Cost	Hours:	Cost: \$
FY05 Other Costs	\$28,000	
Future Years' Costs		
Source of Funds	General Funds (\$15,000 from Account 9000)	
Impact on Operations	Requires staff time to oversee contracts and help gather materials. Staff has been working with Takoma Foundation as an ex-officio member of the board. Also, administrative support services have been provided to the Foundation and the contractor by city staff.	
Comments	Part time professional fundraiser/contractor has been retained through October 2004, for 20 hours/week. \$13,000 remains in the budget for this contract. A continued or new contract would be needed to extend the work past October.	
FY05 Performance Measure(s)	Private funds raised.	
Status - 31 Dec 2004		

Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Pursue Funding for Community Center Construction</b> (Recommended by staff)	
Staff Contact Person	Suzanne Ludlow	
Staff/Units Involved	City Manager's Office, Recreation, Finance, Grants staff	
Schedule- FY05	Pursue additional federal, state, county funds for future construction	
FY06	Continue if needed	
Future Years	Continue if needed	
FY05 City Staff Cost	Hours: 750	Cost: \$30,000
FY05 Other Costs	\$4,000	
Future Years' Costs	To be determined	
Source of Funds	General Funds	
Impact on Operations	Requires substantial staff time.	
Comments	Other costs include costs for annual legislative luncheon, preparation of materials for grant applications, etc.	
FY05 Performance Measure(s)	Materials produced, grant requests made, hearings attended, amount of funds raised for Community Center from public sources.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

<b>Objective</b>	<b>Community Center Support</b> (Recommended by staff)	
Staff Contact Person	Alfred Lott	
Staff/Units Involved	Public Works staff	
Schedule- FY05	Assist during completion of construction and beginning of operations.	



FY06	Continue as needed.	
Future Years		
FY05 City Staff Cost	Hours: 1500	Cost: \$ 30,000
FY05 Other Costs	\$3000	
Future Years' Costs		
Source of Funds	General Funds-Capital Improvement Projects	
Impact on Operations		
Comments	Staff continues to provide first priority support to the Community Center Project. Staff has helped the effort in the following manner: project management, stormwater engineering expertise, plan reviews, installation of tree protection, stormwater runoff management, sign installation and maintenance and shuttle services.	
FY05 Performance Measure(s)	Ability to respond to service requests within a 24 hour period; number of planning and brainstorming meetings attended; number of services requests responded to	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

## ECONOMIC DEVELOPMENT

Continue to focus on proactive initiatives to maintain the economic vitality of Takoma Park's commercial districts, encourage smart growth development, support transportation enhancements, and increase the local property tax base, while maintaining the character of the community.

<b>Objective</b>	<b>Completion of Carroll Avenue Streetscape Enhancements (Recommended by staff)</b>
Staff Contact Person	Sara Daines
Staff/Units Involved	Housing and Community Development
Schedule- FY05	Through December, 2004
FY06	n/a
Future Years	n/a

FY05 City Staff Cost	Hours: 700	Cost: \$ 623,400
FY05 Other Costs		
Future Years' Costs		
Source of Funds	General Funds (salary) State Appropriation - Takoma Junction (\$325,000) State Appropriation - Revitalization Bond (\$75,000) Montgomery County - Revitalization Grant (\$200,000)	
Impact on Operations		
Comments	Project provides for the construction of the Carroll Avenue Streetscape Enhancement project initiated in FY04. Project is to be completed in 2004.	
FY05 Performance Measure(s)	Construction completed.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

<b>Objective</b>	<b>Construction of Old Town Parking Garage</b> (Recommended by staff)	
Staff Contact Person	Sara Daines	
Staff/Units Involved	Housing and Community Development	
Schedule- FY05	Project underway	
FY06	Project continues to December 2005	
Future Years	n/a	
FY05 City Staff Cost	Hours: 800	Cost: \$ 1,225,500
FY05 Other Costs		
Future Years' Costs		
Source of Funds	General Funds (salary) Private Financing - Urciolo Properties (\$900,000) State of Maryland - Community Legacy Program (\$300,000)	
Impact on Operations		

Comments	Project provides for the construction of a proposed three level parking garage in the vicinity of Eastern and Laurel Avenues. Proposed facility, if approved, is to be made available for use by the general public for a fee.
FY05 Performance Measure(s)	Project underway with likely December 2005 completion date.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Old Takoma Main Street Support</b> (Recommended by staff)	
Staff Contact Person	Sara Daines	
Staff/Units Involved	Housing and Community Development	
Schedule- FY05	Support Old Takoma Business Association (2 <sup>nd</sup> of 3 years)	
FY06	Support Old Takoma Business Association (3 <sup>rd</sup> of 3 years)	
Future Years	n/a	
FY05 City Staff Cost	Hours: 200	Cost: \$ 33,000
FY05 Other Costs		
Future Years' Costs		
Source of Funds	General Funds (\$25,000 from Account 9000)	
Impact on Operations		
Comments	Second year of a three (3) year commitment to the Old Takoma Business Association (OTBA) for financial support required by the State of Maryland for its pending Main Street program designation.	
FY05 Performance Measure(s)	Expend funds.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

<b>Objective</b>	<b>Enterprise Zone Administration and Marketing</b> (Recommended by staff)	
Staff Contact Person	Sara Daines	
Staff/Units Involved	Housing and Community Development	
Schedule- FY05	support program	
FY06	support program	
Future Years	program end March, 2013	
FY05 City Staff Cost	Hours: 100	Cost: \$ 4,000
FY05 Other Costs	\$3,000 (publications and printing)	
Future Years' Costs		
Source of Funds	General Funds	
Impact on Operations		
Comments	Project provides for the development, publication and distribution of appropriate marketing materials to businesses and property owners along Flower Avenue, University Boulevard and New Hampshire Avenue, with the Long Branch-Takoma Park Enterprise Zone.	
FY05 Performance Measure(s)	Contact 80% of affected business and property owners.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

<b>Objective</b>	<b>Public Art</b> (NOT Recommended by staff)	
Staff Contact Person	Sara Daines	
Staff/Units Involved	Housing and Community Development	
Schedule- FY05	one-year project	
FY06		
Future Years		

FY05 City Staff Cost	Hours: 180	Cost: \$ 7,500
FY05 Other Costs	\$7,000	
Future Years' Costs		
Source of Funds	General Funds (\$7,000 from Account 9000)	
Impact on Operations		
Comments	Project provides resources for the development, purchase and installation of art for public spaces and/or programming under the direction of the Takoma Park Arts and Humanities Commission.	
FY05 Performance Measure(s)	Process developed for acceptance and solicitation of public art.	
Status - 31 Dec 2004		
Status - 31 Mar 2005		
Status - 30 June 2005		

## INFRASTRUCTURE / CITY ASSETS / CITY IMAGE

Includes repairing and maintaining city streets and storm water systems, maintaining city parks, keeping rights-of-way free of trash and graffiti, working with other levels of government on improving rights-of-way under their control, improving signage, upgrading the appearance of commercial areas and commercial buildings, and ensuring that street design encourages traffic calming and pedestrian safety. Includes promoting energy efficiency and reducing greenhouse gas emissions, preserving open space, and protecting the urban forest.

<b>Objective</b>	<b>Street Sweeping Program</b> (Recommended by staff)	
Staff Contact Person	Alfred Lott	
Staff/Units Involved	Public Works	
Schedule- FY05	Program to start in the Spring of 2004, initiating an annual cycle.	
FY06		
Future Years		
FY05 City Staff Cost	Hours: 560	Cost: \$ 11,200
FY05 Other Costs		

Future Years' Costs	
Source of Funds	General Funds
Impact on Operations	
Comments	The Public Works Department initiates a regular street sweeping program throughout the city. This program will involve permanent signage, and allow residents to move their cars so that the sweeper can clean closer to the curb.
FY05 Performance Measure(s)	Signs installed; regular street sweeping in effect.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Litter Control in the Vicinity of Takoma-Langley Crossroads</b> (Recommended by staff, including expansion)	
Staff Contact Person	Alfred Lott	
Staff/Units Involved	Public Works	
Schedule- FY05	March 1, - October 31 is schedule from previous year; if program is expanded, it would go to a year-around operation	
FY06	May become on-going operation	
Future Years	May become on-going operation	
FY05 City Staff Cost	Hours:	Cost: \$ 24,000
FY05 Other Costs		
Future Years' Costs	Could be \$24,000 per year	
Source of Funds	General Funds (\$7,000 for service expansion in Account 9000) CDA contributes \$10,000	
Impact on Operations		

Comments	This project involves the maintenance of the public right-of-way in the vicinity of the Takoma-Langley Crossroads area. From March 1 - October 31, the City provides a seasonal maintenance technician to collect litter in this area. Additionally, this technician employs the City's sidewalk sweeper. Expanding this service to the entire year would cost an additional \$7,000.
FY05 Performance Measure(s)	Expand service to full year; measure satisfaction of the members of the CDA and of Ward 6.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Street Repair / Renovation / Restoration</b> (Recommended by staff)	
Staff Contact Person	Alfred Lott	
Staff/Units Involved	Public Works	
Schedule- FY05		
FY06		
Future Years		
FY05 City Staff Cost	Hours:	Cost: \$
FY05 Other Costs	\$4,096,000	
Future Years' Costs		
Source of Funds	General Funds-Capital Improvement Projects; funds come from State revitalization funds, County revitalization grant, CDBG funds, and bond funds.	
Impact on Operations		

Comments	The City Council recently accepted the presentation of a scientific street study. The study provided the following reliable information: condition of each roadway, type of required repairs, and cost estimates. Staff should have the funding to complete \$1.2 million worth of street renovations. The City Council is considering borrowing more than two million dollars to complete the renovation of the remaining streets listed in the study. Separate from this issue the City conducts an annual preventive maintenance program (streets) that could include crack-sealing, slurry sealing, patching and more.
FY05 Performance Measure(s)	Undertake street repair and renovations
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

<b>Objective</b>	<b>Urban Forest Management Plan</b> (Recommended by staff)	
Staff Contact Person	Alfred Lott	
Staff/Units Involved	Public Works	
Schedule- FY05		
FY06		
Future Years		
FY05 City Staff Cost	Hours: 520	Cost: \$ 17,500
FY05 Other Costs	\$40,000 (materials)	
Future Years' Costs		
Source of Funds	General Funds	
Impact on Operations		
Comments	Staff briefed the City Council on this plan in January of 2004. The plan is very detailed and comprehensive. However, the successful implementation of this plan is contingent upon the allocation of an additional \$40,000 to the Urban Forest budget.	



FY05 Performance Measure(s)	Funds allocated; program implemented; trees planted as compared to trees removed.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	

## **AFFORDABLE HOUSING**

Focus on increasing affordable home ownership opportunities for city residents, maximizing use of available funding and staff resources at the county, state, and federal level, and preserving the quality of existing housing by enforcement of housing codes. Monitor number of affordable housing units.

<b>Objective</b>	<b>Affordable Housing</b> (Recommended by staff)	
Staff Contact Person	Sara Daines	
Staff/Units Involved	Housing and Community Development	
Schedule- FY05	One-year pilot program	
FY06		
Future Years		
FY05 City Staff Cost	Hours: 150	Cost: \$ 5,000
FY05 Other Costs	\$25,000	
Future Years' Costs		
Source of Funds	General Funds (salary) \$25,000 from Affordable Housing Reserves (restricted funds)	
Impact on Operations		
Comments	Revolving loan to offset pre-development costs incurred by residents exploring the purchase of their home through the City's Capacity Builders Initiative and Opportunity to Purchase efforts. Eligible costs could include legal fees, engineering expenses, the cost of an appraisal, etc. As proposed, the loan would be repaid upon finalization of permanent financing.	

FY05 Performance Measure(s)	Guidelines established; information materials developed and distributed.
Status - 31 Dec 2004	
Status - 31 Mar 2005	
Status - 30 June 2005	